

Scopes of Service

Sport Marketing Contract

Regional Motorsports

- Contractor shall run a season long campaign utilizing 21 regional motorsports venues using signage and public address announcements. Provide on-site activation through a branded 10' x 10' display, provide a booth at each venue, and distribute 200 branded t-shirts at the booth for each track. Nightly public address announcements made during each event. The tent should be branded, provide table cloth, backdrop, and interactive game to engage the fans. Electronic surveys should be created and maintained by the contractor. The division will provide all questions used however, the contractor should run the system (s) and data management.
 - The 21 venues include:
 - 411 Motor Speedways – Friday, July 26, 2019 – Southern Nationals \$10,00 to win
 - Bristol Dragway – June 14-16, 2019 – NHRA Thunder Valley Nationals
 - Buffalo Valley Dragway
 - Camden Speedway
 - Cherokee Raceway – May 10-12, 2019 \$5,000/\$2,500 - Weekend series
 - Clarksville Dragstrip – Friday, May 3, 2019 – Bracket Racing/No Box \$800/22 Classes
 - Clarksville Speedway – Saturday, May 4, 2019 0 \$2,000 to win pure mini
 - Crossville Dragway
 - Crosville Speedway
 - Fairgrounds Speedway – May 30 – June 1, 2019 – World of Outlaws
 - Highland Rim Speedway – Saturday, June 8, 2019
 - Knoxville Dragway
 - Memphis Intl Raceway – October 3-6, 2019 0 IHRA Team Finals
 - Memphis Intl Speedway – Saturday, June 1, 2019 – NASCAR K&N Memphis 150
 - Music City Raceway
 - Pickwick Dragway
 - Thunderhill Raceway
 - Tennessee National Raceway
 - Volunteer Speedway

- Wartburg Speedway – Wednesday, July 3, 2019 - \$3,000 to win Steelhead + Fireworks
- Winchester Speedway

Oil Recycling Rewards

- Contractor shall coordinate, activate, and manage a rewards program to encourage Tennesseans to recycle their oil. Develop and host a Used Oil Recycling Reward website (www.OilRecycleRewards.com); the website should register Tennessee residents and collect their information on which center they visit. After the residents register and submit that they have recycled their oil, they will be able to receive rewards over the course of the year. The first 200 entries should receive a voucher worth \$35.00 that is redeemable towards oil change supplies. In addition, the company should reach out to corporations to collect oil related incentives to promote continued visits to the recycling center over the course of the year. A promotional kit should be distributed to each of the oil recycling centers to promote the rewards program. The promotional kit should include posters, and informational cards which aids in promoting the Oil Recycling Rewards program and encourages everyone to visit the website and register and receive additional information.

Television

- Contractor shall work with Tennessee Department of Environment and Conservation, Division of Solid Waste Management, Materials Management Program to develop a 30 second television commercial to promote Used Oil Recycling and the Used Oil Recycling Rewards program. There should be a total of 95 television commercials on Channel 4, and during the Channel 4's auto racing coverage. Additionally, Channel 4 should provide three 2-minute segments on Nashville Today during the year. The interview segment can be live or pre-recorded. A breakdown of the commercials are listed below:
 - **Television commercials**
 - 20x local news Mon-Wed 1-7 pm
 - 12x local news Sat 5-7 pm
 - 8x Saturday Night Live 10:30 pm-12 midnight
 - 8x Local news Sun 8-9 am
 - 12x local news Sunday 8-9 am
 - 12x local news Sunday 10-10:30 pm
 - 20x Inside Sports Sunday 10:30-11 pm
 - Channels 4's auto racing coverage
 - Indy 500 -5/19/19
 - Nascar Daytona – 7/19/19

- Nascar Watkin Glen – 8/19/19
- Nascar Darlington – 8/19/19
- Nascar Indy – 9/19/19
- Nascar Charlotte – 9/19/19
- Nascar Talladega – 10/19/19
- Nascar Kansas – 10/19/19
- Nascar Phoenix – 11/19/19

The television commercials should to be on TV 95 times and run from February to November during the NASCAR season.